



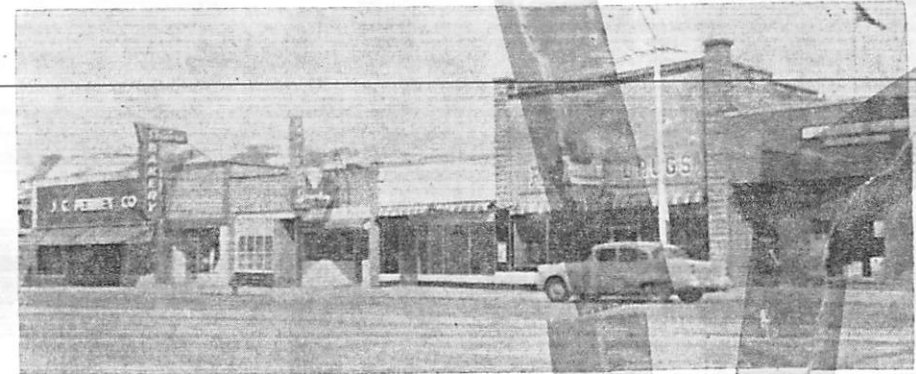
In this picture, looking north, is another portion of the early Heber business district. The small building at the extreme left is Brig Witt's dentist's office. The Consolidated Wagon and Machine Co. occupied the south portion of the Heber Mercantile Company Building. In the background of the picture, on the corner, is Heber's first bank building.

the present manager, Harold Smith. Both as A. Hatch and Company and the Heber City Exchange, this business is probably the city's longest in operation.

One of the most prosperous business sections in Heber during the years is the area known as "Hatch's Row." This section included buildings between Abram Hatch's residence and his store on Main Street. Some of the businesses along this row have been a harness and shoe shop operated by Danielson and Dahlman, the A. L. Davis barber shop, a saddle and harness shop owned by Nephi Forman, the Wave printing and publishing offices, J. W. Buckley's men's store, the Smith Meat and Grocery operated by George Smith & Sons, Earl and Sylvan Smith, and others. Today, the "Hatch Row" includes the Aloma Motel



The Heber Exchange Company building and general merchandise store as it is today.



"Hatch Row" has been one of the choice commercial locations in the valley through the years. Businesses occupying the "Row" are shown here in this 1959 photograph.

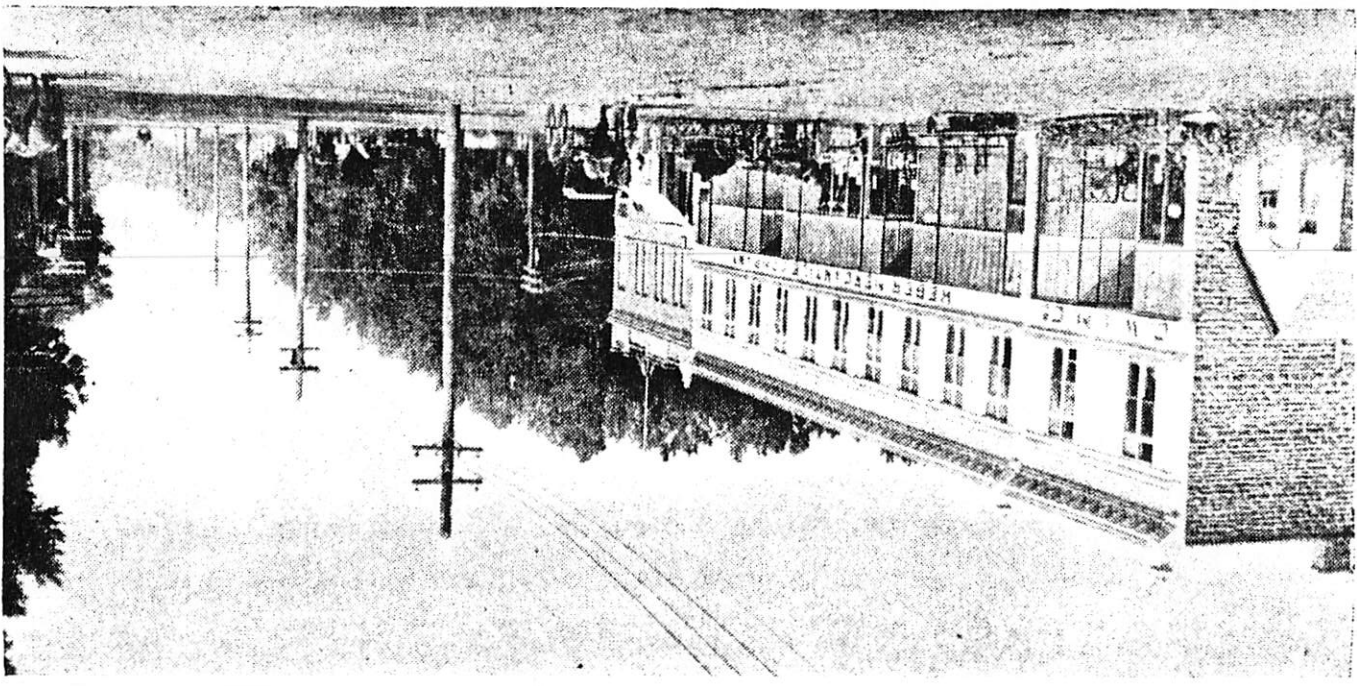
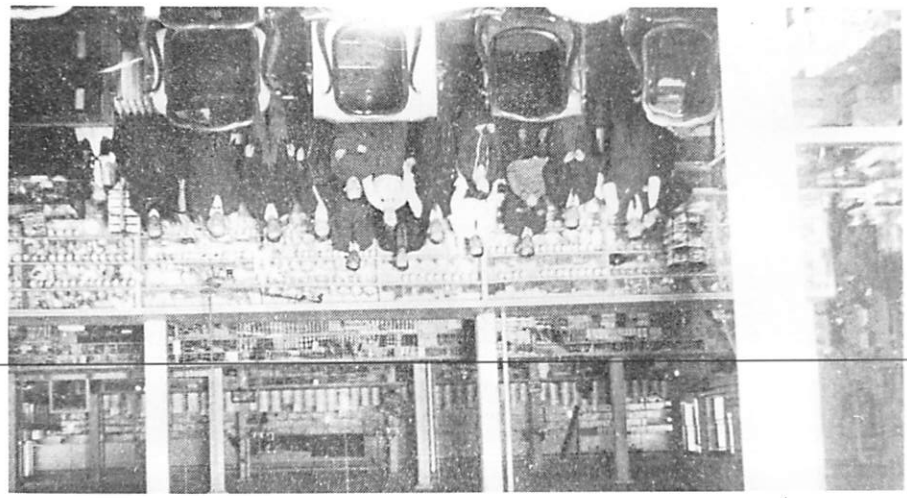
built on the old Hatch homesite, the J. C. Penney store, Seiter Bakery, Stanley Title Insurance Company, Barker's Jewelry, Palace Drug, U. S. Post Office and Heber Exchange.

John Turner and his sons also operated a successful business corner on Main Street and Second North, which included Turner's Store, and the Turner Opera House mentioned in Chapter Twelve. When the Turners went out of business, the Golden Rule Store which later was the J. C. Penney Company opened its first Heber store at this location. The Lee Johnson service station now occupies the site.

Another pioneer business in Heber was the Buell's Store. The founder, Frederick O. Buell came to Utah in 1872 with his grandmother, Persinda H. Buell Kimball, one of the wives of Heber C. Kimball. He had been living in Missouri but came west with his grandmother when his father died. He stayed in Salt Lake and lived with Pres. Brigham Young until 1876 and then returned to Missouri where he apprenticed as a tin and copper smith. Visiting with an aunt in Summit County in 1882, he met President Wilford Woodruff who told him there was a good opening in Heber for a tinsmith. On May 14, 1883 he walked into Heber with his tools and rented a small shop at 143 N. Main. His business grew, and he eventually purchased the property and built a building. In 1884 he added a small stock of groceries and candy in addition to his tin-smith business, and this proved so successful that he opened a general merchandise business in 1894 with an even larger building. He built a community dance hall on the second floor which was in constant use. He continued in his business until he retired on January 1, 1920 and moved to Provo. His son, Owen, continued to operate the store and added a fresh meat department. In 1925 James T. Simkins, a brother-in-law, purchased an interest in the store and it was incorporated as Buell & Simkins. The corporation was later dissolved and it became Buells Food Store. Another remodeling took place in 1934 when the store joined the Independent Grocers Assn. (I.G.A.) and opened the



Old Heber Mainstreet  
Heber Mercantile Co



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FOR THE HOME AND FARM

Nationally Known, Reliable Merchandise

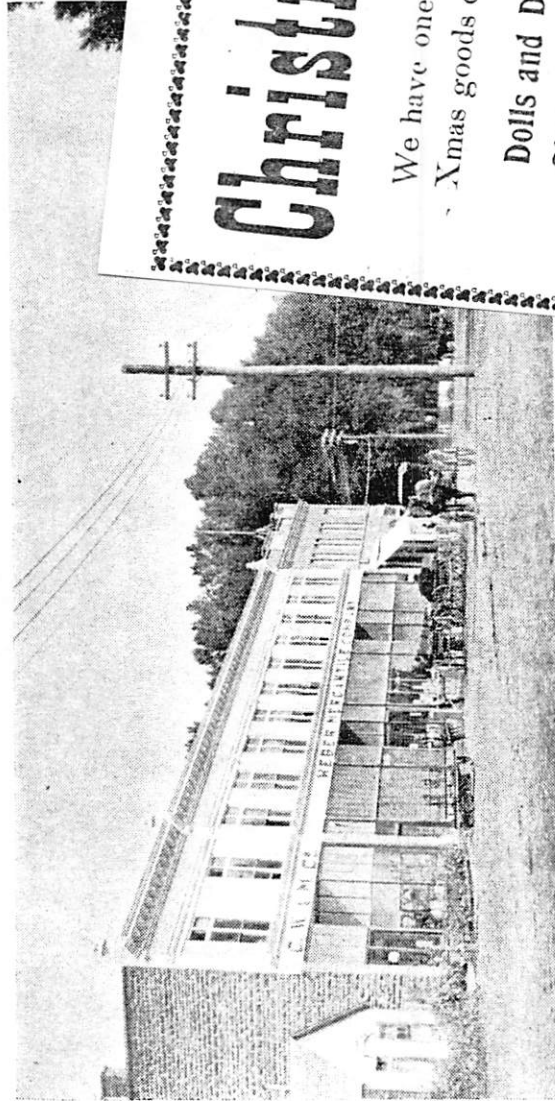
Home Furnishings  
Men's Wear  
Freeze Lockers  
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Products  
Ladies' Wear  
Dry Goods  
Children's Wear  
Animal Processing

HEBER MERCANTILE CO.

"If It's From the Merc,  
It's Better"

HEBER  
UTAH  
1949





In this picture, looking north, is another portion of the early Heber small building at the extreme left is Brig Witt's dentist's office. The Wagon and Machine Co. occupied the south portion of the building. In the background of the picture, on the corner, is the company building.

## Christmas

We have one of the best Xmas goods consisting of

Dolls and Doll Cakes  
Skates and Sleds  
Iron Toys, Also  
CANDIES, NUTS, RAISINS  
*21 Dec 1906*

## Steel Ranges for \$33.

We are selling 6-hole, No. 8 Steel Ranges at \$33 and upward, also the Maleable Steel Range, the kind you can't break with a sledge hammer, at right prices.



Of all sizes, for all people, at all prices, including Hot Blasts and Blasted Hot ones.



## Furniture

All kinds of plain and fancy furniture at corresponding prices. Bed Room Suits, Iron Beds, Extra Dressers, Wash Stands, etc. Book Cases, China Closets, Sideboards and buffets. Pictures, Picture Frames, and Looking Glasses, going at way down prices.

## Heber Mercantile Co.

*21 Dec 1906*

